

Table 22.8. Segments identified among consumers of low-alcohol-flavored drinks (*cont.*)

		Segment		
		1	2	3
E22	Relaxes you after a busy day	1	-3	-8
E01	Hard cider, alcoholic lemonade, and all types of coolers and breezers	-7	27	-8
E36	With the safety, care and quality that makes you trust it all the more	0	2	-9
E03	Lemon and a touch of beer, just the right touch	-25	13	-11
E08	Flavored alcoholic energy drinks with a little buzz	-4	3	-11
E07	Lemonade with a lite hit of malt whiskey . . . cool and refreshing	-20	16	-13
E14	So refreshing you want to savor how it makes you feel	1	3	-19
E18	So refreshing . . . you have to drink some more	2	2	-23
E20	When you think about it, you have to have it . . . and after you have it, you can't stop drinking it	1	-6	-36

Data courtesy of It! Ventures, Inc.